

Please do not impose the "established business relationship" (EBR) exemption to the Indiana Telephone Privacy (ITP) law. I appreciate that a business with an established customer relationship may have more cause to contact their customers, but that is not sufficient reason to allow for unrestricted call access. It is the NATURE of unwanted calls (particularly those relating to sales and marketing) that is the primary problem. Since the enactment of the ITP law the reduction of such calls is a welcome relief.

I'm concerned about the interpretations, the "shade's of gray," that might be introduced by an EBR exemption, such as:

- What would quantify an "established" relationship?  
To some organizations, simply having your contact information makes you almost family.
- What would comprise a "legitimate" customer call?  
Even if I am a loyal customer, I do not want to be subjected to repeated calls on the "New and Improved" or even "Old and Overlooked" services or options which I may (or may not) be eligible.

Whether unsolicited or from a known source, phone sales/marketing calls are the verbal equivalent to email spam. Of the vast array of marketing channels available, phone calls are among the most intrusive and time wasting for those that receive them. Again, it's the NATURE of the calls that matter.

I have no problem if my bank or any other organization TO WHICH I HAVE SPECIFICALLY AND PERSONALLY CHOSEN TO BELONG wishes to call on me to inform or warn me on the state of my service, account or product that would endanger me or affect my status as their customer in good standing.

As far as I understand, such calls are still legal and unaffected by the current ITP law. If so, then there is no need for an exemption and the law should remain as it is - a document in legal terms that makes it clear to those who use my phone number:

DO NOT CALL AND SELL TO ME.

Please do not allow anything to weaken the ITP law.

Thank you,

Lyle Turner